A—EMENEE Golden Trumpet. Plastic, over 13" long. Hand tuned reeds insure excellent tone quality. Has mute, lyre, carrying case. **$3.98*.**

B—EMENEE Golden Piano Accordion. Extends nearly 2 feet. Piano keyboard for right hand, bass and chords for left. Has harness, carrying case. **$7.95*.**

C—EMENEE Console Xylophone. Has fidelity tone chamber, 8 precision-tuned metal bars. Plays full scale, with variations afforded by 2-headed hammers. Plastic, 16" long. **$2.98*.**

***Manufacturer's List Price . . . Check at Store for OUR Price**

2017.1267.1.4

BULK RATE

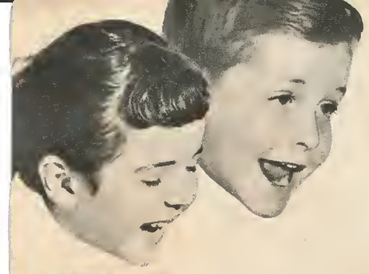
Select Toys that fit your child

SEE PAGES 44 & 45

McCulloch's Salem Or.

567 EAST STATE STREET

Let us help you make this Christmas the best ever!



Better Toys mold Better Children

Experts in childhood education tell us that toys *are* what toys *do*. Good toys amuse and entertain, but they also do the important work of molding a child's character and personality.

Of course, you're concerned about your child's welfare and happiness—and *we share* your concern because your child's happiness is a matter of vital importance to our future in this community, in which our store is located to serve you.

Here are some of America's finest playtools for 1957, selected by recognized experts and approved by foremost educational authorities. We would feel privileged, indeed, if you will examine these recommended toys, then allow us to give you our *personal assistance* in making your selections—for it is our desire to contribute directly to the happiness of your child—and to thereby deserve your confidence and patronage, which we value so highly.

PRICES IN THIS BOOK ARE APPROXIMATE, based on recommendations to the publisher, by manufacturers of the toys. FOR EXACT PRICES PLEASE INQUIRE AT THE STORE.

FOR SELECTION GUIDE BY AGE AND SEX REFER TO CHARTS — SEE PAGES 44 AND 45

COPYRIGHT 1957, CONSUMER TOY CATALOGS, INC., 1140 BROADWAY, NEW YORK 1, N.Y.

A—RADIO STEEL Deluxe Model Scooter. 38″ long, of steel. Has foot rest, 8″ double disc wheels, lifetime bearings, semi-pneumatic tires. **$5.95*.** (Smaller size, $3.98*.)

B—RADIO STEEL "Rex" Ball Bearing Rocket. 34″ steel body. 8″ double disc wheels have ball bearing housing and puncture-proof tires. **$8.95*.** (Smaller model, $3.98*.)

C, D, E, F—AMF Toys on Wheels are "safety engineered" and ruggedly constructed to provide health-building pleasure for active youngsters.

C—Junior Deluxe Pedal Trike. 8″ front wheel, Oilite bearings, adjustable seat, double disc wheels, semi-pneumatic tires. **$8.95*.**

D—Junior Roadmaster Sidewalk Bike. Convertible boy's-girl's model constructed of tubular steel. Has removable training wheels; adjustable handlebar and coil spring saddle; 16″ wheels with Oilite bearings, and puncture-proof, semi-pneumatic tires. **$29.95*.**

E—Junior Trike. Features the new "missile-type" nose and tail assemblies. Of tubular steel with adjustable handlebar and coil spring saddle, semi-pneumatic tires. 10″ front wheel, **$15.95*;** 12″, **$16.95*;** 16″, **$18.95*.**

F—Pacesetter Convertible. 36″ long, pedal drive, with adjustable pull straps. Has fibre seat pad for added comfort. Welded steel disc wheels have solid rubber tires. **$15.95*.**

***Manufacturer's List Price . . . Check at Store for OUR Price**

A, B, C—ZADEK-FELDSTEIN Plastic Toys are designed for young fingers and small hands. Their features of construction are based on safety, as well as practical durability. All are completely washable and attractively packaged.

A—"Humpty Dumpty" Musical Exerciser. Attaches to crib, carriage or play pen. Musical chime tinkles as "Humpty" swings. 12″ bar and gym rings encourage reaching, grasping, etc. Sturdily constructed of high-impact, break-resistant plastic. Has strong 20″ tie tapes on both sides. **$1.98*.**

B—Softee Vinyl Playblocks. 8 squeezable 1½″ blocks of safe, pleasantly scented vinyl, embossed with alphabet letters. Can be used in tub. **$.98*.**

C—Softee Teething Necklace. Pleasantly scented vinyl beads and 1″ blocks, embossed with alphabet letters and numerals. Sanitary package. **$.98*.**

D—ZADEK-FELDSTEIN Toy Assortment. Soft, cuddly toys of washable terry cloth, "Sanitized" to resist germs and assure lasting freshness. Doll and animals are about 11″ tall, stuffed with foam rubber, and have gay satin bows around their necks. Doll has a vinyl face. All are safely designed for use by infants and toddlers, in crib, carriage or play pen. Choice of 4, in clear plastic bags, **$1.98*** each. (Also recommended: Smaller dolls and animals $.98* each.)

E—AUBURN Vinyl Train Set. No track needed for this realistic train! It is 32¼″ long, and durably constructed of safe, pliant, unbreakable vinyl. Consists of an engine with tender, coal car, gondola, caboose and 3 trainmen in a big gift box. Cars couple and uncouple. Ideal for toddlers not yet ready for mechanical and electric trains. **$1.98*.**

***Manufacturer's List Price . . . Check at Store for OUR Price**

F, G, H—ARTISTIC TOY Giant Animals weigh so little that even a 2-year-old can carry them! They're covered in high-pile rayon plush with a soft, silky feel, and stuffed with fluffy new cotton.

F—Giant Bear. About 34″ tall. Securely fastened eyes. **$10.95*.** (29″ Cuddle Bear available at $7.95*.)

G—Hound Dog. Squeals when squeezed. Has floppy ears, safely fastened eyes. Nearly 3 feet long. **$9.95*.**

H—Giant Sleepy Pup. Approximately 36″ long, this big, soft, huggable animal is truly adorable! Has floppy ears and a plastic tongue. **$10.95*.**

J—SUN Floating Toy Assortment. Squawk, whistle or gurgle when doused or squeezed. Of soft, flexible vinyl, they measure about 7″ long, are safely finished, and come in plastic bags. Choice of three, at **$.98*** each.

K—KNICKERBOCKER Musical Sleepyhead Doll. Zippered pocket in this washable, crush-resistant doll contains removable Swiss music box which plays children's classics. 16″ long, stuffed with non-allergic "featherfoam." A welcome companion for crib or carriage. **$5.95*.** (Without music box, $3.49*.)

L—KNICKERBOCKER "Hollywood Hound." Limp 'n lazy, about 15″ long, of soft rayon plush, stuffed with non-allergic "featherfoam." Squeaks when nose is squeezed, has zipper pouch on back, also snap-on leash. **$4.98*.** (Smaller hound without pouch and leash available at $3.49*.)

M—KNICKERBOCKER Large Musical Clown Roly Poly. Music plays as he rocks and rolls. Has movable head, weighted base. 11½″ tall, of high-impact plastic. **$2.29*.** (Smaller size available at $1.29*.)

***Manufacturer's List Price . . . Check at Store for OUR Price**

A—HALSAM Bag of Alphabet Safety Blocks. Durable, transparent, plastic bag contains thirty 1¾" wood cubes, each deeply embossed and attractively decorated with alphabet letters and numerals, in non-toxic colors. All corners and edges of these fine quality blocks are rounded for safety. **$1.9B*.** (Also recommended: Bag of 30 smaller blocks at $.98*.)

B—NATIONAL GAMES Giant Nested Blacks. These 5 huge blocks stack up to nearly 4 feet, or nest into each other to form a neat, compact 10" cube (size of largest block). Sturdily constructed of scuff-proof, washable pressed-board, they are attractively designed and decorated with familiar objects. They can be sat on, stood on, climbed on! Can also be used as TV seats, play tables, etc. Each block is strong enough to support up to 200 pounds and durable enough to provide many hours of constructive play. **$4.98*.**

C—KUSAN Kao Zaa Blacks. A fascinating miniature "zoo" for nursery or bath! The transparent walls of these floating 1½" cubes reveal colorful 3-dimensional animals, and balls that rattle within. Set of 18 blocks, each molded of safe, unbreakable plastic with all corners and edges rounded for safety. **$1.9B*.** (Also recommended: Set of 8 blocks at $.98*.)

D—KUSAN Kocomotive. Novel 21" train includes locomotive and 3 cars which couple and uncouple. Carries load of removable plastic bottles and rattling blocks. Constructed of safe, sturdy plastic. Easy-rolling wheels won't mar floors or other surfaces. Attractively gift boxed. **$1.9B*.**

***Manufacturer's List Price . . . Check at Store for OUR Price**

A—ROYALTY DESIGNS "Sad Sam," "Lucky Dog" and "Cherie." Each of these animal banks is about 9" tall, molded of durable "Royalcast," with a washable rayon flock finish that looks and feels like fur. Slots are large enough to take coins of all sizes up to half dollars. Available in 3 styles, with pry-out caps in bases which enable removal of coins. **$1.98*** each.

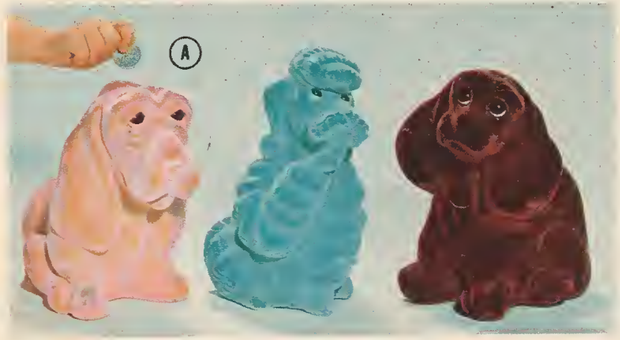
B—TICO-TOYS Telephone Bank. It's soft and safe! Molded of unbreakable, pliant plastic, this realistic telephone is both a toy and a bank. Dial rings bell when turned. Slot takes coins of all sizes up to quarters. Base has plug for coin removal. **$.98*.**

C—OHIO ART Calar Changing Tap. As top spins, there are musical sounds and rainbow effects created by metal discs topped by foil. 10" plastic top has plunger-type spiral and suction-cupped base. Fascinating action! **$1.59*.**

D—GONG BELL Zebra Rider. Safely balanced 20" rider steers by turning the head. Gong rings and spiral striped legs revolve as toy moves. Constructed of wood, with steel legs and rubber wheels. Will encourage exercise and withstand plenty of hard play. **$3.9B*.**

E—GONG BELL Talking Ranch Phone. One crank rings bells, other controls mechanism with "operator's voice". Of steel, 13¼" high. **$2.98*.**

***Manufacturer's List Price . . . Check at Store for OUR Price**



A, B, C—FISHER-PRICE Toys appeal to the child's imagination and encourage wholesome play. These whimsical toy characters are sturdily built of wood, metal and plastic, and rigidly inspected for safety.

A—Pop 'N Ring. Goes "ding-ding-dong" as 3 plastic balls ring metal bells. 20" handle. Encourages walking. **$2.69*.**

B—Corn Popper. 14 wood balls bounce against plastic dome, sound like popping corn. 18½" handle. **$1.98*.**

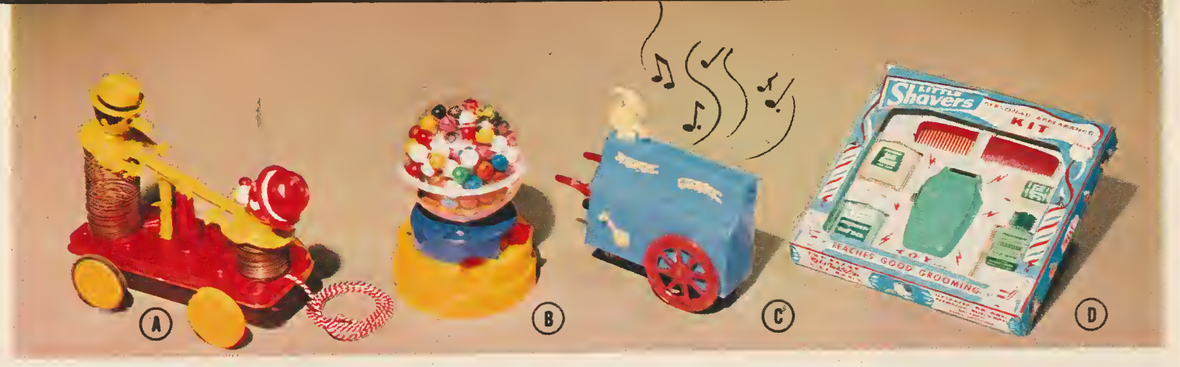
C—Doctor Doodle. Goes "quack-quack" as bill opens and closes, wings flap and tail spins. 7¾" high. **$2.98*.**

D, E—SCHOENHUT Toy Pianos. These fascinating toys awaken interest in music. Come with song book and a color chart that fits behind the keys, enabling child to play by matching colored notes in the book with corresponding colors behind keys.

D—Baby Grond Piono ond Bench. Solid wood, walnut finish. Plays 2½ full octaves. Has 30 plastic keys with carefully tuned tone rods. Piano is 21⅞" high. **$29.95*.** (25-key model, $15.95*.)

E—Boby Grond Toble Model. 13¾" wide, of wood, with mirrored front. Has 25 plastic keys, clear tone. **$5.95*.**

*** Monufocturer's List Price . . .**
Check ot Store for OUR Price



A—JAMES Slinky Hondcor. This pull toy is nearly 8" long, of durable plastic with metal coil springs that provide fascinating action, indoors or out. As the handcar is pulled forward or in reverse, two figures bounce up and down constantly on their individual springs. **$1.98*.** (Also recommended: Slinky Spiral, $.98*.)

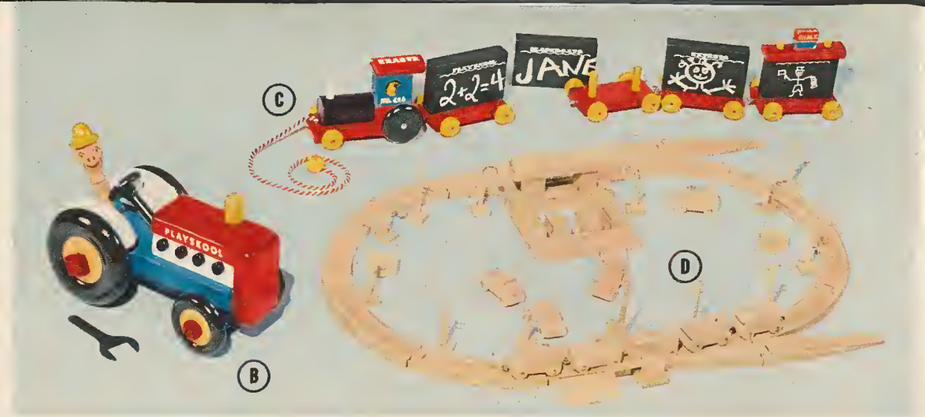
B—TARRSON Bank-O-Mot. Refillable bank vends one bubble gum ball each time a penny, nickel or dime is deposited. Comes with 35 rainbow-colored gum balls and key for coin removal. Entirely constructed of plastic, with shatterproof globe, 6½" high. **$1.49*.**

C—KNICKERBOCKER Musical Hurdy Gurdy. Fascinating toy plays a merry melody when handle is turned. Wheels actually rotate. Durably constructed of high-impact plastic, 6½" high, with concealed musical unit. **$1.98*.**

D—ELECTRIC GAME "Little Shovers" Personol Appeorance Kit. Encourages habits of neatness and good grooming through imitative play, while affording lots of fun. Plastic shaver buzzes like real razor, but doesn't cut. Has metal simulated shaving head and push-button control. Operates on standard flashlight battery (not included). Comes with plastic comb and a complete assortment of Mennen's accessories in miniature—lotion, talc, shampoo and hair creme. Box is 8" square. **$1.49*.** (Shaver only, $.98*.)

E—BABY BARRY'S Emmett Kelly (Willie the Clown). Engaging replica of the world-famous clown who has captured the hearts of America's youngsters. 22" tall, with flesh-like plastic head and hands, rooted hair and a soft-stuffed cloth body. He wears a removable 3-piece suit with tie and a clothespin tie-clasp, also has colorful patches on his pants. **$6.95*.**

***Manufacturer's List Price . . . Check ot Store for OUR Price**



A—BLOCKRAFT Snap 'N Play Building Blocks. Set of 20 wood units, including wheels, have metal snap connectors. Child builds trucks, planes, trains, etc. 14½″ box. **$2.98*.** (Smaller set, $1.98*.)

B—PLAYSKOOL Take Apart Tractor. 12″ wood toy consists of 16 units, including tools. Steers when assembled. **$5.95*.**
C—PLAYSKOOL Blackbaard Express Train. Wood cars uncouple. Has removable blackboards, chalk, eraser. 29″ long. **$4.98*.**
D—PLAYSKOOL Skaneateles Train, Track, Block and Accessories Set. 52-piece set of hard maple has tracks that fit together, cars with coupling devices, switches, trucks, building blocks, etc. **$14.95*.** (Other sets $2.98* up. Additional equipment available.)

E—APPLETON Hammer-Nail & Peg Deskette. Wood unit, 25½″ long, has attached seat, storage compartment. Masonite pounding board has hinged blackboard cover. Accessories included. **$5.95*.**
F—APPLETON Musical Rocker. Hardwood, 24″ high. Has Swiss music box attachment. **$12.95*.** (Smaller model, $8.95*.)

***Manufacturer's List Price . . . Check at Store for OUR Price**

A—"Daisy and Danny" Dolls by M & S. It's easy to understand why youngsters cherish these lovable 16″ dolls. Flexible, soft-stuffed bodies enable them to sit, kneel and bend at the waist. They have washable, plastic faces, rooted yarn hair and removable cotton clothing. **$2.98*** each.

B, C, D—RUSHTON "At Play" Toys are super-soft and huggable! Made of plush and vinyl, these delightful animals are sure to please the "nursery set" . . . but also possess sufficient charm to be selected as "collector's items" for older girls.

B—Dog and Cat Assortment. These cuddly animals are of delustered rayon plush. They are about 10″ long, soft-stuffed, and have pompon noses and felt tongues. **$1.98*** each.
C—Blinky Bear and Winky Kitten. Characters out of Mother Goose's "Winky, Blinky and Nod." Have hand-painted vinyl faces, are foam rubber stuffed and dressed in sleep suits. About 13″ long. **$3.98*** each.
D—Cleo. Jackie Cooper's sad-eyed TV hound "squeaks"! Rayon plush with felt paws, hand-painted vinyl face. Stuffed with soft cotton. 18″ at **$6.95*.** (Smaller size, $4.98*.)

***Manufacturer's List Price . . . Check at Store for OUR Price**

A—HAMPDEN "Lido Jr." Table and Chair Set. Sturdy—just like Mom's. 24½" channel steel table and 2 chairs fold compactly when not in use. Removable table top and seats have water and soil resistant covering. Baked enamel finish cleans easily. **$15.95*.** (Extra chairs, $3.98* each.)

B—RANDOLPH TV Chair-Table. Tubular steel construction with baked enamel finish, linen-like upholstery. Flip back of chair forward, and presto!—it becomes a combination stool and table. Engineered for correct posture as well as comfort. **$6.95*.**

C, D, E—WONDER Hobby Horses. Patented high-test spring construction gives these safe, scientifically balanced exercisers the thrilling action of real horses.
C—Blue Ribbon WONDER Horse. 41" long, of strong vinyl on a copper finished metal base. Saddle height 25½". **$34.95*.**
D—WONDER Horse Deluxe. 38¼" long, of tough plastic. Mounted on copper finished metal base. Saddle height 20¼". **$27.95*.**
E—WONDER Pony. 30" pony is designed expressly for toddlers. Durable plastic body is attached to solid wood base. Saddle height 16½". **$10.95*.**

***Manufacturer's List Price . . . Check at Store for OUR Price**

PLAYTIME Doll Carriages and Strollers represent the finest in quality and styling. Frames are constructed of roll-formed steel, wheels have rubber tires. Washable fabrics are laboratory approved for durability.

A—Folding Carriage. Body is 23½" long with foot extension. Has 29" handle, foot brake, spoked metal wheels. **$9.95*.** (Other models, $7.95* and $11.95*.)
B—"Napee" Folding Stroller. Converts into sleeper. Has 28" handle, adjustable back rest, removable canopy, wire basket, safety strap, disc wheels. **$7.95*.**

C—Folding Carriage. Body is 20" long and 9" wide—big enough to carry most popular-size dolls. Height of handle 24". Has foot brake, spoked metal wheels. **$4.98*.**
D—Folding Stroller. Handle 24" high. This popular model has removable shopping bag and detachable canopy, also a foot rest, spoked metal wheels. **$3.98*.**
E—Folding Carriage. Body is 27" long with foot extension. Has shackle-type Duchess undergear, double-action foot brake, snap-on hub caps, utility pocket, wire spoked wheels. Chrome-plated handle is 31" high. A real thrill to own! **$15.95*.**

***Manufacturer's List Price . . . Check at Store for OUR Price**

A—NACHMAN 16" Doll Trunk. This handsome trunk is constructed of metal with a wood frame. It has brass-plated fittings, a snaplock, and a durable plastic handle. Interior is fully lined, has tie ribbon, sliding rack and drawers. **$4.98*.** (Also recommended: 12" Doll Trunk at $3.98*.)

B—NACHMAN 2-Piece Doll Luggage Set. Roomy luggage for dolly's clothing. Large overniter is 12" x 9"; smaller train case nests within. Both are durably constructed of metal with wood frames, have sturdy plastic handles and brass-plated fittings. Interiors of both cases are fully lined. **$6.95*.**

C—STROMBECK-BECKER 6-Piece Furniture Set For 8" Dolls. Authentically designed, and styled expressly for the currently-popular 8" dolls, this furniture has exceptional appeal. Constructed of birch hardwood with a natural finish. Matched set includes a 4-poster bed, wardrobe with open-close doors, rocker, table and 2 chairs. **$9.95*.** (Individual units shown are available separately, from $.69* to $4.49*.)

***Manufacturer's List Price . . . Check at Store for OUR Price**

HORSMAN DOLLS feature flesh-like "Fairy Skin" of soft, pliant vinyl; "Rooted Miracle Hair" which can be curled and waved; "Superflex" arms and legs which enable dolls to assume natural poses; also turnable heads with attractive, long-lashed sleeping eyes.

D—"Cindy" Assortment. These 10½" dolls come in 6 different, gorgeously-styled outfits, even including earrings and plastic high-heeled shoes. All have jointed limbs, heads and torsos, also rooted hair and long-lashed sleeping eyes. **$4.98*** each.

E—"Cindy" Assortment. Same as "D," attired in simpler outfits. **$3.98*** each.

F—Baby Precious. In sweater and skirt. Sleeps, coos, has turning head, rooted hair, "Superflex" limbs. 15" tall. **$4.98*.** (Baby Precious "Sailor Girl," $5.95*.)

G—"Cindy" in Trunk. 16" doll dressed in negligée comes with 3 outfits. Has rooted hair, sleeping eyes, swivel head, flexible limbs. Suitcase has snaplock. **$9.95*.**

H—"Love Me Baby." Sleeps, coos, has rooted hair, turning head, "Superflex" limbs. 17", **$5.95*.** (Others $3.98* to $7.95*.)

J—"Ruthie" in Her Play Pen. This 16" doll drinks, wets and sleeps. Has swivel head, jointed limbs. Wood play pen has waterproof pad and casters. **$9.95*.**

***Manufacturer's List Price . . . Check at Store for OUR Price**

A—BELLE'S "Tear Belle." This 16″ vinyl doll drinks, wets and cries real tears. Has movable limbs, rooted hair, lashed sleeping eyes. Comes in suitcase with layette including bottle, bib, diaper, print dress with matching bonnet, etc. **$7.95*.** (Doll only, without suitcase and layette, $4.95*.)

B, C—SUN Dolls have gained widespread popularity because of their true baby features. Molded of vinyl, they are attractively and appropriately attired.

B—"So-Wee" Bottle-Baby Set. 10″ doll has movable head and limbs, molded hair. She drinks, wets—even blows bubbles! Accessories include bib, bottle, funnel, bubble pipe, brush, etc. **$2.98*.** (Doll only, without extra accessories, $1.98*.)

C—"Sunny Tears" Doll. 13½″ doll drinks, wets—cries real tears when tilted forward and patted! Has lashed sleeping eyes, fully jointed limbs, movable head with molded hair. Comes with bib, tear-wiping cloth, nursing bottle, knitted shirt and extra diaper. **$4.98*.**

D—FALCON Doll Cradle. Wood cradle is 26¾″ long. Will accommodate all popular-sized dolls. Decorations are silk-screened and washable. **$5.95*.** (Smaller model in natural wood, varnished and attractively decorated, $3.98*.)

E—MINERLINE Deluxe Diaper Bag Set. 14-piece set in 8″ quilted bag has complete assortment of nursing accessories, including bottles, bib, laundry bag, etc. **$2.98*.** (Also $.98* and $1.98*.)

***Manufacturer's List Price . . .**
Check at Store for OUR Price

F—BROOKGLAD "Poor Pitiful Pearl." Wistful, pathetic-looking waif can be made glamorous when re-dressed in extra outfit. Vinyl, 18″ tall, with flexible body, sleeping eyes, washable rooted hair. **$9.95*.**

G — HORSMAN - COUTURIER "Renee Ballerina." Plastic, 20″ tall, with rooted hair, jointed knees, ankles and hip. Has extra outfit for "street wear." **$9.95*.** (Doll only, without extra street outfit, $7.95*.)

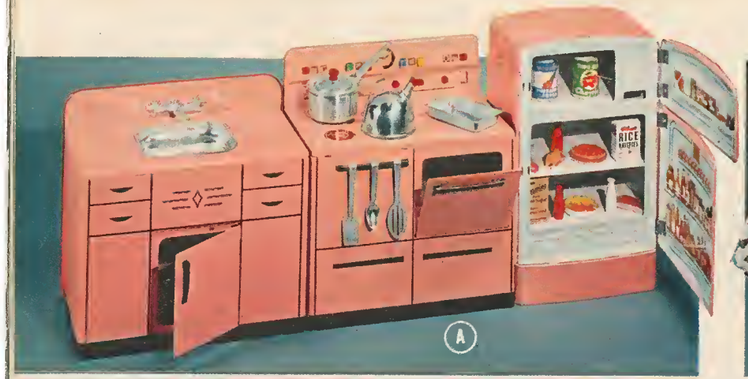
H—IDEAL "Kissing Pink" Revlon Doll. Bends, turns at waist. Has "Magic Touch" skin, rooted hair, glamorous wardrobe accented by pearl necklace, earrings, high heels, nylon stockings, etc. Available in two sizes: 18″, **$11.95*;** 20″, **$15.95*.**

J, K—AMSCO Toys provide the ultimate in realism.

J—Deluxe Doll-E-Layette. 13¾″ plastic basket comes with 11″ drink 'n wet doll of vinyl, also a complete set of nursery accessories. **$3.98*.**

K—Doll-E-Hichair. Steel, 29″ high—large enough for a baby! Has tufted-effect back, non-skid feet, hinged tray. **$3.98*.** (Smaller model, $2.98*.)

***Manufacturer's List Price . . .**
Check at Store for OUR Price



A, B, C—WOLVERINE TOYS are realistically designed and built to accommodate little girls' requirements for imitative play.

A—Kitchen Combination. 11½" steel sink has faucet, water reservoir; 11" stove has push-buttons, aluminum utensils, whistling kettle; 13½" refrigerator has cube tray, imitation foods. Complete set, **$7.95*.** (Units may also be purchased individually.)

B—Ironing Board. Steel, 27¼" long, with rubber tipped feet. Adjusts to 3 heights up to 24". **$2.98*.** (Less elaborate model, $1.98*. Pad and cover, $.69*.)

C—Electric Iron. Safe! UL listed. 6¼" long, chrome-plated, with Bakelite handle. **$2.69*.** (Simpler, 5½" model, $.98*.)

D—MINERLINE Dolly's Own Vanity Set. An essential accessory for dolls with rooted, washable hair, etc. 11" x 9¾" dressing table is made of vinyl upholstered board. Has removable drawers, mirror, matching hassock and skirt. Comes with matching comb, brush, hand mirror. Attractive gift box. **$2.98*.**

E—HASSENFELD Junior Miss Cosmetic Case. Encourages neatness and cleanliness. Durable, washable plastic case has carrying handle; is filled with a variety of safe "cosmetics" and attractive vanity accessories. Closed case measures 9⅜" x 5¼" x 4½". **$2.98*.** (Also recommended: Junior Miss Travel Cosmetic Bag, $1.98*.)

***Manufacturer's List Price . . . Check at Store for OUR Price**

A, B—WORCESTER Tea Sets are molded of pliant, unbreakable plastic in modern designs. They also are treated with Corobex for permanent freedom from germs.

A—"Twilight" Tea Set. Sparkling service for 4 has 28 pieces. 18" box. **$2.98*.** (Service for 3, $1.98*.)

B—"Black-Eyed Susan" Tea Set. 28 pieces—a complete service for 4. 18" box. **$2.98*.** (Service for 3, $1.98*.)

C, D—BANNER Tea Sets feature handsome dishes, complemented by plastic tableware, in silver-like "Metaltone."

C—"Poppy" Tea Set. Fluted service for 4 consists of 29 pieces, in 21" box. **$2.98*.** (Service for 2, $1.98*.)

D—"Cabinet" Tea Set. 29-piece metal and plastic service for 4 in 17½" metal cabinet has exceptional appeal. **$3.98*.**

E—NORSTAR Deluxe 18-Pc. Housekeeping Set. Everything for "housecleaning and dishwashing." Carpet sweeper actually works; other units equally practical. Box size 27" x 11". **$2.98*.** (Cinderella Sweep 'N Dust Kit, $1.98*; Apron, Broom and Dust Pan set, $.98*.)

F—BISSELL "Little Queen." Replica of Bissell "Grand Rapids" sweeper. All-steel case with vinyl bumper, rubber-tired wheels, bristle brush, dustpan that empties. Has 29" handle. **$2.98*.**

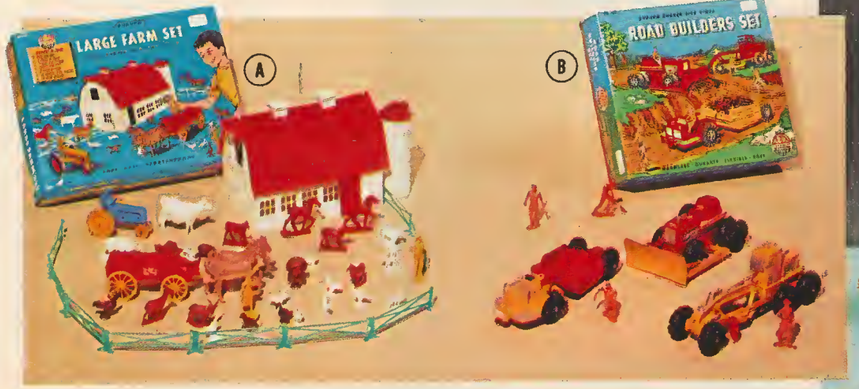
***Manufacturer's List Price . . . Check at Store for OUR Price**

A—REMCO Dialmaster Telephones. Two regulation-size phones of plastic and metal have standard dials. Battery-operated set will actually carry 2-way communications from room to room, house to house, etc. Dial rings bell in other phone, connecting wire transmits voices two ways, loud and clear. These instruments are practical in every respect. (Batteries are not included.) **$8.95*.**

B—AMSCO Kidd-E-Clinic. Here's a complete, modern clinic in miniature! Steel cart on wheels has push handle. Comes with "medical supplies and instruments," including "plasma bottle" and tube, sterilizer and lid, Johnson-and-Johnson first aid products, also hospital face mask, diploma, medical charts, prescription pads and medical arm band. An excellent functional plaything. **$9.95*.**

C, D—TRANSOGRAM Doctor and Nurse Kits. These safe toys help to arouse interest in nursing and medicine, as well as to reduce children's apprehension when the doctor visits. The pliant, unbreakable plastic kits are 10" long. Play "instruments" include stethoscopes that register heart beats; spring-action hypodermics; thermometers; otoscopes; 3-position turret lens microscopes, eyeglasses, candy pills, charts, diplomas, etc. All units are realistically designed and constructed.
C—Little Play Nurse Kit. As shown, **$2.98*.** (Smaller kit, $1.98*.)
D—Little Country Doctor Kit. As shown. **$2.98*.** (Smaller kit, $1.98*.)

***Manufacturer's List Price . . . Check at Store for OUR Price**



A, B—AUBURN Toys are authentically designed and possess many fascinating features that make them tremendously appealing. They are constructed of durable materials and are capable of withstanding play.
A—Large Farm Set. 44 farm units in a big, attractive 13¾" gift box. Includes 10¼" barn, also silo and fence of high impact plastic. Tractor, team, wagon, farmer, wife and farm animals are soft vinyl. Has natural child appeal and helps teach those in urban areas about farming. **$3.69*.**
B—Road Builder's Set. 7 different units, of pliant vinyl. Earthmover is 10¾" long; bulldozer, road scraper and figures are in proportion. 12¼" box. **$2.98*.** (Individual units, $.98* each.)

C—SUPERIOR Service Station. Complete 2-level garage in miniature is 25" long, of metal and plastic. Among its many realistic features are an operating elevator, 2 cars, gas pumps, lifting oil rack, air reel, washing unit that squirts water, etc. Will afford many hours of absorbing play. **$5.95*.**

D—TOOTSIETOY Road Construction Set. Includes 10¾" machinery hauler and cab, caterpillar bulldozer, motor grader, Mack dump truck and 6 road signs, of durable die-cast metal, with rubber wheels. The various units have play features designed to afford many hours of active, constructive pleasure. 15½" box. **$2.98*.** (Other Tootsietoy sets at $1.98*.)

***Manufacturer's List Price . . . Check at Store for OUR Price**

TONKA TOYS are true replicas of actual equipment, ruggedly built of heavy gauge steel and aluminum, with genuine treaded rubber tires.

A—Road Builder Set. 6 big toys in a giant box, nearly 30″ long. All units realistic in action and detail. Scraper blade attaches to any of the trucks. Complete, **$24.95*.** (Available separately: Manual Dump Truck, $3.98*; "Big Mike" Dual Hydraulic Dump Truck, $7.95*; Shovel and Carryall Trailer, $7.95*.)

B—Fire Department Set. Includes 17″ Suburban Pumper with 40″ fire hose and valve-controlled hydrant (connects to garden hose), 32″ Hydraulic Aerial Ladder Truck which extends 36″ high, 12″ Rescue Squad Truck, and Fire Chief's Badge. Complete, **$27.95*.** (Suburban Pumper, $8.95*; Hydraulic Aerial Ladder Truck, $12.95*.)

C—Hydraulic Dump Truck. 13″ long overall. Genuine hydraulic cylinder lifts and dumps load automatically. Tail gate has 2-position regulator to control speed of dumping operation. **$4.98*.**

D—Stock Farm. Wood corral with chute comes with 6 plastic animals and a 16¼″ Stock Rack Truck with removable stake panels. **$7.95*.**

***Manufacturer's List Price . . . Check at Store for OUR Price**

A, B—HUBLEY Kiddie Toys are scientifically engineered and durably constructed of die-cast metal to provide realism as well as to afford long use and maximum play advantages.

A—Fighter-Bomber Squadron. This set consists of four 6″ jet planes, and one 10″ plane with sliding plastic canopy and revolving propeller. All are constructed of die-cast metal, have retractable landing gears and folding wings. 21″ carton converts to carrier flight deck. **$3.98*.** (10″ plane only, available at $1.98*.)

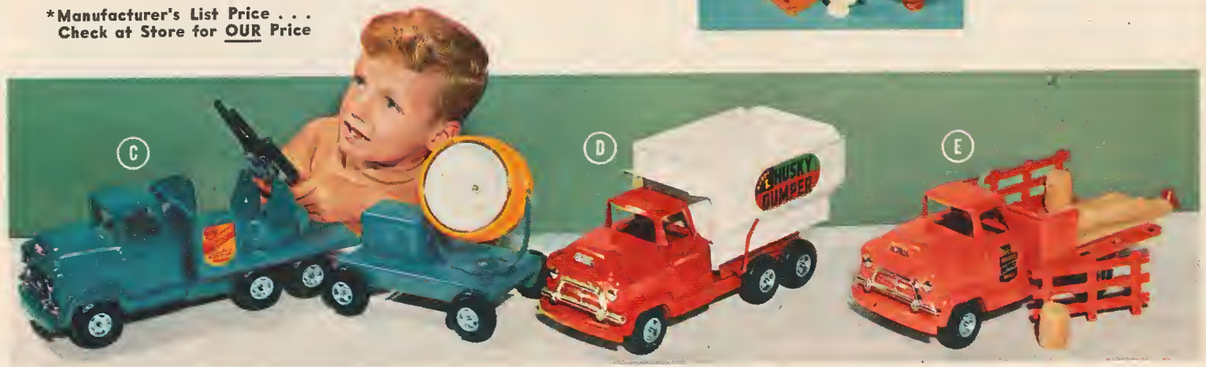
B—Poultry Truck. Here's a realistic 10″ truck that's sturdily constructed of die-cast metal with rubber wheels. 3 poultry crates have open-close tops, and contains loads of miniature "chickens" and "ducks." **$1.98*.**

C, D, E—BUDDY "L" Toys are authentic scale models of latest GMC equipment. They are exceptionally realistic toys, with many fascinating features. Bodies are solidly constructed of heavy gauge steel and equipped with newly developed "Non-Mar" tires.

C—GMC Anti-Aircraft Unit with Electric Searchlight Trailer. 25¼″ long. Twin guns swivel, elevate, fire harmless pellets singly or in unison. Revolving searchlight operates (battery not included). **$7.95*.**

D—GMC Husky Dumper. 17½″ truck has manually-operated lever and sliding trap for dumping load. **$4.98*.**

E—GMC Builder's Supply Truck. Has removable stake sides. Comes with miniature barrels, flag and "lumber." Truck measures 16¼″ long. **$4.98*.**



STRUCTO TOYS are reproductions of real equipment, safety-engineered with rolled edges and carefully shielded moving parts. Built of heavy steel and die-cast metal, with rubber wheels, these toys have exclusive 2-coat polychromatic baked enamel finishes for added lustre.

A—USA Combat Convoy Set. A giant-sized boxful of action! Consists of 17 scale-model reproductions of real Army equipment and personnel, including a 12¾" Searchlight Truck with revolving, operating searchlight (batteries not included); a 12¾" Guided Missile Launcher Truck with 2 safe, plastic "missiles" that can be launched into the air at varying elevations; a 12½" Transport Truck with removable canvas top; also 12 vinyl soldiers. Complete outfit, **$12.95*.**

B—Air Force Truck. 17⅛" truck has removable cloth top, imitation cab light, 2 spare wheels, 4 vinyl soldiers. **$3.98*.**

C—Deluxe Auto Transport. 27" long. Ramp at rear extends for loading and unloading of die-cast metal pick-up truck and 2 cars. Aluminum cab is chrome-plated; metal chassis is die-cast; trailer is of solid steel. Equipped with heavy duty rubber wheels. **$5.95*.**

D—Ride 'Em Air Force Jeep. Big vehicle is realistically designed and detailed, easy to ride and steer. Has safety rubber bumper, also roomy compartment under tail gate. 25⅝" long. **$12.95*.**

E—Ride 'Em Dump Truck. 20½" long. Has many play features including removable seat. Steering wheel actually operates. **$7.95*.**

F—Double Hydraulic Load and Dump Truck. Both loader and dump are operated by genuine hydraulic controls! Front end loader "picks up" material and dumps it into truck. Body of truck lifts and dumps slowly, permitting load to be spread evenly. 24½" long. **$9.95*.**

G—Ready-Mix Concrete Truck. Really works! Mixer rotates and makes sound as truck rolls. Mixer barrel is raised by lever, for loading and discharging. 21⅝" long. **$7.95*.**

H—Highway Builder Set. Five-piece outfit has many interest-absorbing play features. Consists of 26½" Power Shovel operated by 2 hand wheels; 20" Dump Truck with body that raises and lowers; 18" Road Grader with scraper blade that rotates, raises, lowers and tilts; and 2 road barrier signs. **$12.95*.** (Power Shovel available as separate unit, $3.98*.)

***Manufacturer's List Price . . . Check at Store for OUR Price**

***Manufacturer's List Price . . . Check at Store for OUR Price**

A—KEYSTON Double Gun and Holster Set. Made of top grain cowhide leather, deeply inlaid. Has adjustable belt, Western buckle, leg ties and clip with 3 plastic bullets. Comes with two 50-shot repeater guns. An attractive, moderately priced set. **$5.95*.**

B—KEYSTON Double Gun and Holster Set. Of California saddle leather. Adjustable belt has large Western buckle, leg ties, clip with 6 plastic bullets. Two 50-shot repeater guns included. **$4.98*.** (Other Keyston Holster Sets in all sizes and styles are available at popular prices.)

C—HUBLEY Double Gun and Holster Set. Constructed of deluxe saddle leather. Contour belt has adjustment bars, clip with 6 "cartridges." Comes with 2 cartridge-action "Texan-38" pistols which can be fired by "fanning" the hammer. **$7.95*.**

D—HUBLEY Double Gun and Holster Set. Of deeply tooled cowhide leather with handpainted horseheads. Belt has adjustment bar. Comes with 2 Western repeater guns. **$4.98*.** (Other Hubley Holster Sets are available in a wide variety of styles.)

E—NICHOLS "Stallion 45" Cap Pistol. Smokes when fired! Handsome chrome-plated pistol is 12¾" long and has interchangeable plastic grips, also clip with 6 "bullets." **$3.98*.** (Other Nichols Pistols are available from $.98* to $1.98*.)

***Monufocturer's List Price . . .**
Check of Store for OUR Price

F—MATTEL "Thunder Burp" Gun. No caps! No batteries! "Vibrasonic sound chamber" gives loud, vibrating noise. Fires singly or like machine gun. Constructed of break-resistant plastic and metal, with sharpshooter sight, sturdy wire stock. 22½" long. **$2.98*.**

G, H, J—DAISY Guns and Rifles have been popular through the years for their realistic styling and dependable performance. They are constructed of top quality materials to insure lasting pleasure and long, hard service, and engineered for safety.

G—Deluxe Cork Boll Rifle and Torget. 32" training rifle has real bronze-colored magnifying scope, shoots safely rounded corks. Complete with 2 bags of corks, tissue targets and a special target back-stop that traps corks. **$6.95*.**

H—"Frontier Scouting" Kit. 32" rifle has magnifying scope, shoots only smoke and noise. Adjustable leather belt has large Western buckle, clip with 3 plastic "bullets," includes holster, pistol, one-pint canteen with inset compass, also canteen holster. A gift any action-minded boy will appreciate. **$9.95*.** (Rifle only available at $4.98*.)

J—Holster and Conteen Set. Metal-studded leather belt is adjustable; comes with 3 snap-on holsters, 2 for pistols, the other for a one-pint canteen with inset compass. Belt also has clip with 12 plastic "bullets." 2 Western repeater guns. **$7.95*.**

***Monufacturer's List Price . . .**
Check of Store for OUR Price

A—EMPIRE Pot-Shot Target Game. Plastic bird targets whirl automatically on spiral rod, adding excitement to this action game. Target stands 20″; comes with 2 guns and 4 safety darts. **$1.98*.**

B—PLASCO "Rel" Cavalry Set. Thrilling 30-piece set contains cannon, wagons, horses, wheels, soldiers, etc. of safe, pliant plastic. Box measures 20½″. **$1.98*.** (Other sets available at $.98* each.)

C—MULTIPLE Combat Team. Exciting 80-piece plastic set in 20″ box. Includes command post, rafts, cot, flag, machine guns, rocket launchers, soldiers with interchangeable equipment, etc. **$2.98*.**

D—KNICKERBOCKER Hen Target Game. When target is hit, hen drops egg into the basket. Set includes 17″ metal target, spring dart gun, 4 safety suction-cupped darts, 8 plastic "eggs." **$2.98*.**
E—KNICKERBOCKER "Mr. Magoo at the Circus" Target Game. Magoo flies up, Mother Magoo and Waldo drop when hit. 18″ hardboard stand comes with 2 plastic guns, 6 safety darts. **$2.98*.** (Clown Pop-A-Part Target, $1.98*.)

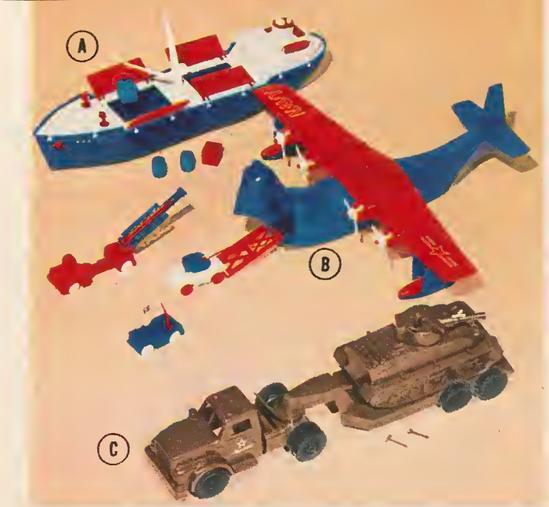
***Manufacturer's List Price . . . Check at Store for OUR Price**

A, B, C—ELDON Plastic Toys are produced of plastic which is both flexible and unbreakable. These replicas of modern military and naval equipment have many fine features.
A—Cargo Ship. Floats, or rolls on wheels. Boom has loading, unloading crank. Twin hatches open. 2 lifeboats, 6 wood barrels and crates included. 21″ long. **$2.98*.**
B—Cargo Plane. Floats or rolls. 20″ long, with ramp. Jeep with machine gun, Armored car and Rocket Launcher with rocket, stow inside plane. **$2.98*.**
C—O.D. Tank Transport. 20″ long overall. Swivel turret gun mechanically aims and fires 3 harmless missiles which are clipped to back of 8″ tank. **$2.98*.**

D—NY-LINT Missile Launcher. Radar screen rotates; launcher swivels, elevates by handwheel. Button fires safe, sponge-nosed plastic "missiles." True-scale Naval Defense launcher-truck, 31″ long, features welded heavy steel construction, baked enamel finish, mammoth rubber tires. **$9.95*.**

E—REMCO Navy Pom-Pom Gun. 19″ long, of plastic and aluminum. Battery-operated guns raise, lower, revolve, fire and recoil in synchronization, and have realistic "pom-pom" sound. Precision-made and detailed to assure exciting play action. This toy has exceptional realism and features of operation. (Batteries not included.) **$12.95*.**

***Manufacturer's List Price . . . Check at Store for OUR Price**



A—SAALFIELD Gimmick Box. Big 14½" box contains 6 complete activity boards, each with an intriguing gimmick. Consists of Coloring Board with wipe-off crayons; Music Board with an attached toy xylophone; Kitten Puzzle with "meow" squeaker; Clock Puzzle with hands to make time-telling fun; Animal Game with interchangeable heads; and Let's Go Shopping Game with spinner. **$1.98*.**

B—STROMBECK-BECKER Mickey Mouse Acrobats. 14 wood figures, each 3¾" high, have hands, feet and heads that interlock, affording an endless variety of balancing stunts. Set includes pair of parallel bars and big book of games and stunts. Attractively gift boxed. **$2.79*.** (Also recommended: Bill Ding Jr., with Clowns, $1.49*.)

C—BRADLEY "Redskin" Finger Paint Set. Encourages freedom of artistic expression while providing hours of fun! These fine paints have vibrant, uniform color and smooth, creamy consistency. They are harmless to skin and clothing, and water soluble for easy removal from any surface. Set includes 8 two-oz. jars of assorted paints, special paper, spatulas and instructions. **$1.98*.** (Also available: 4 jar set at $.98*.)

D—TRANSOGRAM Coloring Fun Sets. Choice of "Rin Tin Tin" or "Mickey Mouse Club." Reversible 14" x 12" crayon slate comes with outline pictures that can be colored and wiped off again and again. Includes crayons, sharpener and eraser. **$1.98*** each. (Smaller sets available at $.98* each.)

***Manufacturer's List Price . . . Check at Store for OUR Price**

E—HASSENFELD Mr. and Mrs. Potato Head and Pets. Makes humorous faces and figures! Place the styrofoam heads (a potato, fruit or vegetable can also be used) on the plastic bodies. Then add eyes, ears, noses, mouths, mustaches, hats, etc. by pressing them into place. 15¼" box includes accessories and instructions. **$1.98*.** (Also recommended: Smaller sets at $.98*.)

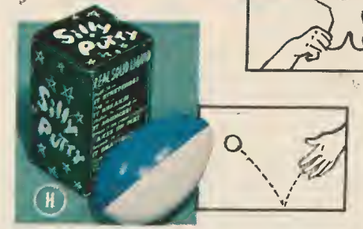
F—TUCKET TOY "9 in 1" Play Chest. Peg board and chalk board slide into sides of wood chest, containing 7 other games and accessories. Includes "Potato Head," Tiddledy Winks, chalk, crayons, eraser, etc., with instructions. 16" wood chest has carrying handle. **$1.98*.** (Also recommended: Less elaborate "6 in 1" Play Chest at $.98*.)

G—RAINBOW CRAFTS Play-Doh. Not a clay! Non-toxic modeling compound won't stain. Colors mix and blend. Set of 3 large containers of blue, red and yellow. **$.98*.**

H—SILLY PUTTY'S Silly Putty. Amuses! Fascinates! Bewilders! New non-toxic, non-staining compound comes in plastic egg-shaped container, 2½" long. Bounces, stretches, shatters, breaks when tugged—even reproduces newspaper comics. **$.98*.**

J—RICHMOND Metal Bound Wall Blackboard. 20" x 30" board has chalk tray, 2 eyelets for attaching to wall. Treated with pulverized slate, the washable writing surface takes chalk easily, erases cleanly. **$3.29*.** (Other sizes $2.19* and $4.19*.)

***Manufacturer's List Price . . . Check at Store for OUR Price**



A

C

B

D

E

A—KENNER Deluxe Girder and Panel Building Set. HO scale (⅛″ to foot) units build unlimited variety of modern structures. 232-piece plastic set includes interlocking girders, panels, store fronts, signs, etc., plus 16″ x 13″ masonite base. This toy is capable of inspiring career-building interests. **$5.95*.** (Smaller set, $3.98*.)

B—LINCOLN LOGS. Set of 178 interlocking wood logs, roofs, gables, chimneys, etc. for building cabins, stockades, forts, etc. 18″ container includes easy-to-follow diagrams, instructions. **$4.98*.** (Also $2.98*.)

C—HALSAM American Plastic Bricks. 290 pieces in 13″ tube include bricks with interlocking peg-sockets, open-close windows, doors, etc. **$4.98*.** (Other sets from $1.98* to $7.49*.)

D—HALSAM American Skyline Canstruction Set. HO scale (⅛″ to ft.), units interlock to build skyscrapers. Set of 723 flexible, plastic pieces include floors and roofs. **$5.95*.** (Other sets from $1.98* to $3.98*.)

E—TOY TINKERS Grad Tinkertoy. Windlass drive set has 215 pieces, instructions for games, model building, etc. 15½″ tube. **$2.98*.** (Others $.75* up.)

F—WESTERN STAMPING "Tom Thumb" Cash Register. Steel, 7¼″, with chrome front. Levers register sales, operate drawer, bell. Play money included. **$2.98*.**

G—DURABLE Uncle Sam's 3-Coin Register Bank. Rings, registers, adds nickels, dimes, quarters. Locks at 25c, opens at $10. Steel, 6¼″ high. **$3.98*.**

H—REPLOGLE 12″ Globe. Metal globe shows more than 6,000 place names. Has brass meridian marker, wrought iron base. Includes "World-O-Fun" book. **$9.95*.** (10″ Globe, $7.95*.)

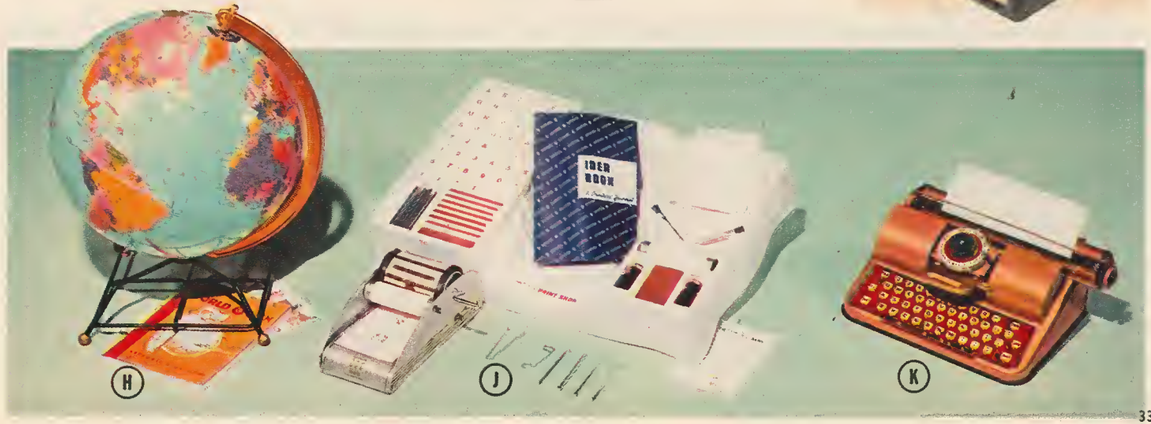
J—SUPERIOR Cub Print Shop. Metal press prints 2-color forms, etc. up to 3½″ x 5½″. Type case, rubber type, accessories included. **$7.49*.** (Same press with fewer accessories, $3.98*.)

K—BERWIN Gald Typewriter. Simulated keyboard. Uses real ribbon, 8½″ x 11″ paper. Types by dialing letter and pressing lever. Metal, 11¼″ long. **$3.98*.**

***Manufacturer's List Price . . .**
Check at Stare far OUR Price

F

G



H

J

K

A—HASSENFELD Deluxe "Jr. Miss" Sewing Case. Miniature Necchi plastic sewing machine works! 11¼" case has metal lock, contains doll, also patterns, materials for making attractive wardrobe. **$4.98*.**

B—HASSENFELD Charms 'N Chain Jewelry. For making costume jewelry quickly, easily! Assortment of "silver" plastic chains and charms snap together without clips. 11⅜" box. **$2.98*.**

C, D, E—WALCO Handicraft Sets are the same quality as craft equipment supplied to Boy Scouts, Girl Scouts, camps, schools, etc.

C—Indian Beadcraft. For belts, bags, fobs, etc. Has loom, ring kit, beads, etc., plus finished sample and wrist strap. **$2.98*.**

D—Bautique. For glamorizing personal and household articles. Set has rhinestones, other jewels, carved flowers, etc. **$2.98*.**

E—Tile-Craft. Contains genuine porcelain beads and design suggestions for making 2 practical hot plate mats. **$2.98*.** (Other recommended Walco Craft Sets: Indian Ring Kit, $.98*; Bumble Beads, $1.98*; Pearl Jewelry, $2.49*; Costume Jewelry Craft, $2.98*.)

***Manufacturer's List Price . . . Check at Store for OUR Price**

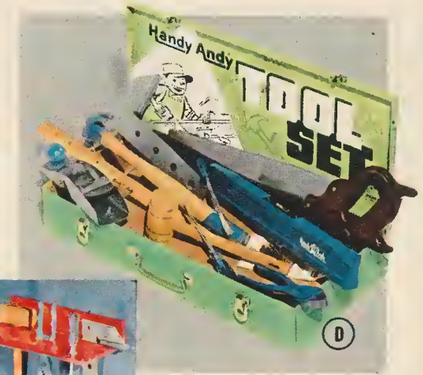
A—H. DAVIS Adjustable Loom. Metal loom comes with weaving needle, looper hook, wool and loopers for weaving pot holders, scarves, etc. Easy-to-follow instructions included. Box 16¾". **$1.98*.** (Smaller set available at $.98*.)

B—WESTERN STAMPING "Tom Thumb" Typewriter with Metal Carrying Case. Not a toy—operates like a real machine! Sturdily constructed of metal with chrome trim, 10½" square. Has ball-bearing carriage, finger tip spacer, shift keys. Uses standard ½" ribbon. **$19.95*.**

C—STROMBECK-BECKER Plane Kits. Scale-model replicas, powered by rubber bands. Pre-formed plastic parts are easy to assemble. Wing spans 15" to 18". "Spirit of St. Louis," Piper Pacer or Ryan Trainer, **$1.49*** each. (Others at $.98* each.)

D—SKIL-CRAFT "Handy Andy" Taal Set. 16" steel carrying case contains 16 carpentry tools and wall rack. Includes plane, level and pair of genuine "Blue Diamond" magnetized screw drivers, also a comic-book manual. **$4.98*.** (Also recommended: 12" chest containing 12 tools, $2.98*.)

***Manufacturer's List Price . . . Check at Store for OUR Price**



A—UNGAR De Luxe 44-Piece Woodburning Set. Provides materials and instructions for shaping and finishing many new, intriguing projects of wood, leather, cork, plastic or metallic foil. Features the famous U. L. listed Ungar Handle and Cord set with heating unit and 4 interchangeable tips. Box is 19¼" x 10½". **$4.98*.** (Also recommended: Smaller set at $2.98*.)

B, C, D—THE A. C. GILBERT COMPANY is known throughout the world for its scientific toys, including the famed engineering Erector sets, Microscope and Chemistry Lab sets. All are safety-tested and designed to provide maximum fun, as well as practical, career-building opportunities.

B—Microscope Set. Enlarges 60, 200 and 405 times. Includes real shrimp eggs, ready to hatch into swimming shrimp, while observed through 'scope! Has dissecting equipment, stains and slides, also full-color manual. **$10.95*.**

C—Chemistry Set. Big array of chemicals and apparatus for 561 exciting experiments including crime detection. Steel chest, 13¾" high, opens to over 2 ft., and includes full-color manual. **$9.95*.**

D—Erector Set. Big steel chest, 18" x 10" x 3", contains over 325 parts—enough to make an Airplane Ride, Bridges, many other models. Powerful electric motor included. **$17.95*.**

Other Gilbert Microscopes, Chemistry Sets and Erector Sets in a wide range of sizes at popular prices, are available at the store.

***Manufacturer's List Price . . . Check at Store for OUR Price**

A—WEN-MAC Turbojet. Ready to fly! Internal combustion engine has automatic recoil starter. Of "Duro-Flex" plastic, with flexible landing gear. Wing span 16". **$12.95*.** (Also recommended: Navy Cutlass Plane, $16.95*; Accessory Kit, $1.49*.)

B, C, D—REVELL Kits are scale-engineered from official blueprints. Pre-formed plastic parts fit snugly together.

B—Guided Missile Fleet. The Norton Sound, Guided Missile Submarine Nautilus, Guided Missile Cruiser Boston. Display stands included. 20½" box. **$4.98*.**

C—Army Combat Team. Consists of M-4 Sherman Tank, "Long Tom" Cannon, M-4 Tractor, Radio Jeep with Trailer, 23 soldiers. 20½" box. **$4.98*.** (Available as separate units: Tank $1.49*; Cannon $1.98*.)

D—Air Power Set. Consists of the Scorpion, Convair F-102A, F-100C Super Sabre, Martin B-57B, McDonnell Voodoo F-101A, all with swivel bases. 20¼" box. **$4.98*.** (Also recommended: Fighter Set, $2.98*.)

E—REMCO Master Electrical Workshop. 25" box has equipment for over 1,000 experiments. Includes 3 plastic operating panels, telegraph keys, rheostat, electric motor, buzzer, electromagnet, tool kit, batteries, etc., also an easy-to-follow manual with diagrams, **$9.95*.** (Smaller set, $5.95*.)

***Manufacturer's List Price . . . Check at Store for OUR Price**

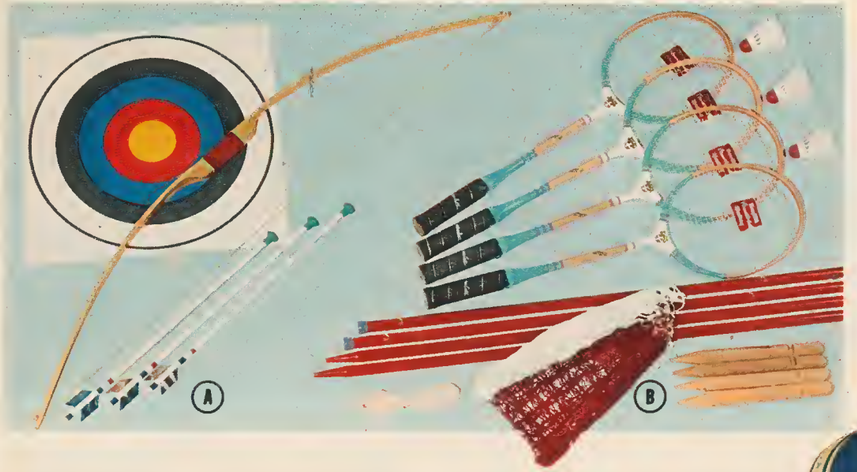
A—EDUCATIONAL PRODUCTS Hi-'N'-Lo Bauncer. 40" aluminum pogo stick has safe sponge rubber top, rubber tip, adjustable rubber-covered steps. Exceptionally strong, high-tempered dual springs will support up to 200 lbs. **$6.95*.** (Also recommended: Less elaborate model, $4.98*.)

B—DOUGHBOY BaBo the Clown. Over 4 feet high, inflated. Push him, punch him, kick him—he'll bounce right back for more! Squeeze his nose and he'll squeak! Ruggedly constructed of heavy scuff-resistant vinyl with weighted bottom. Packed deflated, in an attractive gift box. **$3.98*.** (Also recommended: Smaller model, $2.98*.)

C—SUN Basketball Goal Set. Official size and weight basketball is covered in scuff-proof, waterproof material. Strong reinforced 18" steel goal has bolts for attaching to wall of basement, gym or outdoors. To complete the set, a rope net and inflating needle are included. **$5.95*.** (Basketball available separately at $3.49*.)

D—TRANSOGRAM Bowling Pin Set. Here's something new and different! This indoor-outdoor set features well-balanced 11" pins of flexible, unbreakable plastic, that won't mar floors or furniture. 2 high-impact plastic balls with finger holes and a vinyl pin spotting mat complete the set, which comes in a sturdy 21" carrying case. **$6.95*.** (Also recommended: Smaller Bowling Pin Set in carrying case, $3.98*.)

***Manufacturer's List Price . . . Check at Store for OUR Price**



A—ROLLIN WILSON Sherwood Forest Archery Set. 46" Hickory Bow comes with 3 rubber tipped, feathered, 18" arrows and a big target. **$1.98*.** (Big Chief Set with 36" Bow, $.98*.)

B—POPULAR SPORTS Deluxe Badminton Set. 4 nylon-strung rackets, 3 plastic shuttlecocks, 20-ft. net, all-weather 2-piece metal poles and 4 stakes. **$12.95*.** (Juvenile 2-Racket set, **$4.98*.**)

C—EVERLAST Jack Dempsey Boxing Gloves. Fully-lined, goat hair stuffed and covered in "Everhide." "How to box" chart included. Set of 4 for ages 3 to 7, **$5.95*.** (For older boys, $6.49* and $6.95*.)

D, E, F—FRANKLIN Faatball Equipment is ruggedly constructed for active play.
D—Plastic Faotball Helmet. Fits all head sizes. Has chin strap, face protector of clear plastic. **$4.98*.** (Simpler model without plastic face protector, $2.98*.)
E—Shaulder Pads. Fibreboard with corrugated caps, floppets, padded with heavy quilting. Elastic web straps. **$2.98*.**
F—Faatball. Official size and weight, with tough cover, butyl rubber bladder. **$2.98*.** (In Cowhide, $4.98*.)

***Manufacturer's List Price . . . Check at Stare far OUR Price**

A, B, C, D—SELCHOW & RIGHTER Games have been recognized among America's most popular pastimes for many decades—beginning nearly 90 years ago with the all-time favorite, Parcheesi—and continuing thru the years with such tremendous "hits" as Little Benny, Scrabble and Mr. Ree.

A—Little Benny. For young children—even those who can't read. Employs color cubes instead of dice. Equipment includes storybook-style directions, an 18" playing board, also a Papa, Mama and Baby Beaver for each of 4 players. **$1.98*.**

B—Parcheesi. High-quality edition has 18½" board, includes 16 upright colored pawns, 8 large catalin dice and 4 dice cups. **$1.98*.** (Simpler set available at $1.25*.)

C—Mr. Ree. Original mystery game presents new plot to solve each time it's played. Consists of character cards, pawns, playing cards, "weapons" and 18½" board. For 4 to 7 players. **$3.49*.**

D—Scrabble. Challenging fun for 2 to 4 players. Object is to make crosswords. Consists of 100 wood tile letters, 4 wood racks and 14½" playing board. **$2.98*.**

E—ELECTRIC GAME'S Pinball Baseball. All the excitement and action of real baseball! Spring bat hits ball . . . electric lights show plays . . . automatic scorekeeper totals runs. Wood frame, 24" x 11" x 6", is glass covered. Operates with 6-volt lantern-type battery which is not included. **$14.95*.**

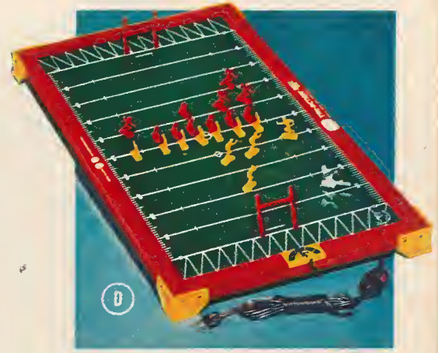
***Manufacturer's List Price . . . Check at Store for OUR Price**

A—CARROM-Crokinole Game Board. 28½" double-faced wood board has plywood center panel with pockets and cushions. Designs on both surfaces provide for 85 different games. Includes complete equipment with book of rules for all games. **$9.95*.** (More elaborate outfit, with equipment for 95 games, $11.95*.)

B—PRESSMAN Giant Wood Bowling Alley. Not only a bowling alley! Designed for auto racing, skill ball, shuffleboard, horse racing. Equipment includes 10 balanced bowling pins, 4 bowling balls, 4 race horses, 4 racing cars, 4 shuffleboard pucks and instructions. Solidly constructed, wood, nearly 5 ft. long. **$4.98*.**

C—EAGLE "Pro" Hockey Game. A fast and exciting game that's fun for everyone! Individually controlled players actually pass, block and score. Metal rink, 36" x 16" x 4", has masonite frame, six interchangeable teams dressed in official uniforms of National Hockey League, 2 marble pucks, 36 metal "players" and instructions for realistic hockey. **$14.95*.**

D—TUDOR "Tru-Action" Electric Football. UL listed; operates on 110 volts, A.C. Gridiron vibrates as players run, kick, pass, fumble and score. Set includes 22 plastic players, plus device for kicking and passing. Measures 25" x 15½" Loaded with thrilling action! **$6.95*.**



***Manufacturer's List Price . . . Check at Store for OUR Price**

A—HASSENFELD "Merry Milkman." Players "load trucks," deliver dairy products in moves governed by spinner. Complete with houses, trucks, and simulated loads of milk, butter and eggs, in miniature. Box measures 18″ x 12¼″. **$1.98*.**

B—TUCKET TOY Treosure Chest of 66 Gomes. 20¼″ wood chest has brass fittings and carrying handle. Contains complete equipment for playing 66 family-type games including Bingo, Checkers, and 64 other favorites. **$2.98*.**

C, D—TRANSOGRAM Games have been the source of wholesome enjoyment and relaxation, for both young and old, for more than 40 years. They are designed for just one purpose . . . fun!
C—Voriety "52" Game Chest in Kit. Fun for years to come! 52 complete games in a sturdy 19½″ storage chest. Everything needed for playing Checkers, Bingo, Chinese Checkers and other favorites. Equipment includes an automatic Bingo number dispenser, and rules for all games. **$4.98*.**
D—Mike Todd's "Around the World in 80 Doys" Gome. New game, based on Academy Award movie. 2 to 6 players compete in world race on 19″ playing board. Play money, Phileas Fogg and Passepartout tokens, travel cards, plastic spinner, dice cups, and complete instructions included. **$2.98*.**

***Manufocturer's List Price . . . Check at Store for OUR Price**

A—HIGHLANDER "Toll Cor." 13½″ plastic U.S. map has winding roads. Magnetized stick propels metal car, hour-glass timer establishes winner. **$2.98*.** (Tickle Bee Game, $1.98*.)
B—HIGHLANDER "Cootie." 2 to 4 players roll die, for chances to complete body of plastic "Cootie." **$1.98*.**

C—MILTON BRADLEY "Condyland." Nothing to read! By matching colors and objects, 2 to 4 players advance through "Peppermint Stick Forest," "Gum Drop Mountain," etc. 18½″ board. **$2.49*.**
D—MILTON BRADLEY "Go to the Heod of the Closs." Depending on knowledge, wit and luck, 2 to 8 players move toward "college." Includes 792 questions and answers, 18½″ board. **$2.98*.**
E—MILTON BRADLEY "Rack-O." New card game sensation! 2 to 4 players try to "rack up" cards in numerical order, by draw. Game includes 60 cards, 4 plastic racks, rules. **$1.98*.**

***Manufacturer's List Price . . . Check at Store for OUR Price**

TOY SELECTION GUIDE

This chart has been prepared to help you select playtools which are appropriate for children of specific age and sex, and whose development is considered "average."

DEVELOPMENT AID KEY: M MENTALLY | P PHYSICALLY | S SOCIALLY | V VOCATIONALLY

UP TO 1 YEAR

SEX	PAGE	M	P	S	V
GIRLS AND BOYS	4-A, B, C, D	*	*	*	
	5-F, G, H	*	*	*	
	5-J, K, L, M	*	*	*	
	6-C	*	*	*	
	7-B	*	*	*	
	11-B, C, D	*	*	*	
	33-G	*		*	
	47-G, H, J	*		*	

1 TO 2 YEARS

SEX	PAGE	M	P	S	V
GIRLS AND BOYS	4-A, B, C	*	*	*	
	4-D, E	*	*	*	
	5-F, G, H, J	*	*	*	
	5-K, L, M	*	*	*	
	6-A, B, C, D	*	*	*	
	7-A, B	*	*	*	
	7-C, D, E	*	*	*	
	8-A, B, C, E	*	*	*	
	9-A, C	*	*	*	
	10-F	*	*	*	
	11-A, B, C, D	*	*	*	
	24-D	*	*	*	
	25-E	*	*	*	
	33-G	*		*	
	47-G, H, J	*		*	

2 TO 4 YEARS

SEX	PAGE	M	P	S	V
GIRLS	5-K	*	*	*	
	9-E	*	*	*	
	13-B, C, D	*	*	*	
	14-A, B, C	*	*	*	
	15-J	*	*	*	
	16-A, D, E	*	*	*	
	17-B, C, J, K	*	*	*	
	18-A, D	*	*	*	
	19-A, B, C	*	*	*	
	19-D, E, F	*	*	*	
GIRLS AND BOYS	2-C	*	*	*	
	3-E, F	*	*	*	
	4-D, E	*	*	*	
	5-F, G, H	*	*	*	
	5-J, L, M	*	*	*	

2 TO 4 YEARS

SEX	PAGE	M	P	S	V
GIRLS AND BOYS	6-A, B, C, D	*	*	*	
	7-A, B	*	*	*	
	7-C, D, E	*	*	*	
	8-A, B	*	*	*	
	8-C, D, E	*	*	*	
	9-A, B, C	*	*	*	
	10-A, B	*	*	*	
	10-C, D, F	*	*	*	
	11-A, B, C, D	*	*	*	
	12-A, B, C	*	*	*	
	12-D, E	*	*	*	
	20-C	*	*	*	
	21-A	*	*	*	
	23-B	*	*	*	
	30-A, B	*	*	*	
	31-E	*	*	*	
	33-F, G	*	*	*	
	46-B	*	*	*	
	47-G, H, J	*		*	
BOYS	9-D	*	*	*	
	21-B, C, D	*	*	*	
	22-A, C, D	*	*	*	
	23-A, C, D, E	*	*	*	
	24-A, B, C, D	*	*	*	
	25-E, F, G, H	*	*	*	
	28-B, C	*	*	*	
	29-A, B, C	*	*	*	

4 TO 6 YEARS

SEX	PAGE	M	P	S	V
GIRLS	5-F, G, H	*	*	*	
	5-K	*	*	*	
	11-A, B, C, D	*	*	*	
	13-A, B	*	*	*	
	13-C, D, E	*	*	*	
	14-A, B	*	*	*	
	14-C, D	*	*	*	
	15-A, F, G	*	*	*	
	15-H, J	*	*	*	
	16-A, D, E, F	*	*	*	
	17-B, C	*	*	*	

4 TO 6 YEARS

SEX	PAGE	M	P	S	V
GIRLS	17-G, H, J, K	*	*	*	
	19-A, B, C	*	*	*	
	19-D, E, F	*	*	*	
	34-A, B	*	*	*	
GIRLS AND BOYS	2-A	*	*	*	
	3-B, D, E, F	*	*	*	
	5-L	*	*	*	
	6-A, B	*	*	*	
	7-A, B, C, E	*	*	*	
	8-D, E	*	*	*	
	9-A, B, C, E	*	*	*	
	10-A, B, C	*	*	*	
	10-E, F	*	*	*	
	12-A, B, C, D	*	*	*	
	20-A, B, C	*	*	*	
	21-E	*	*	*	
	23-B	*	*	*	
	26-A, B, C, D	*	*	*	
	28-D	*	*	*	
	30-A, B, C, D	*	*	*	
	31-E, F, G	*	*	*	
	31-H, J	*	*	*	
	32-B, C, E	*	*	*	
	33-F, G, K	*	*	*	
	35-A	*	*	*	
	38-B, C, D	*	*	*	
	41-B	*	*	*	
	43-A, B, C	*	*	*	
	43-C, D, E	*	*	*	
	46-A, B, C	*	*	*	
	47-D, E, F	*	*	*	
	47-G, H, J	*	*	*	
	48-A, B, C	*	*	*	
BOYS	9-D	*	*	*	
	10-D	*	*	*	
	21-B, C, D	*	*	*	
	22-A, C, D	*	*	*	
	23-A, C, D, E	*	*	*	

4 TO 6 YEARS

SEX	PAGE	M	P	S	V
BOYS	24-A, B, C	*	*	*	
	25-E, F, G, H	*	*	*	
	26-E	*	*	*	
	27-F, H, J	*	*	*	
	28-B, C, E	*	*	*	
	29-A, B, C	*	*	*	
	32-A, D	*	*	*	
	35-D	*	*	*	
	39-C	*	*	*	

6 TO 8 YEARS

SEX	PAGE	M	P	S	V
GIRLS	5-F, G, H	*	*	*	
	7-A	*	*	*	
	9-E	*	*	*	
	11-C, D	*	*	*	
	13-A, E	*	*	*	
	14-A, B, C, D	*	*	*	
	15-E, F, G	*	*	*	
	15-H, J	*	*	*	
	16-A, D, E, F	*	*	*	
	17-B, C	*	*	*	
	17-G, H, J, K	*	*	*	
	18-A, B, C	*	*	*	
	18-D, E	*	*	*	
	19-A, B, C	*	*	*	
	19-D, E, F	*	*	*	
	34-A, B, D	*	*	*	
	35-A	*	*	*	
GIRLS AND BOYS	2-A	*	*	*	
	3-B, D	*	*	*	
	9-B	*	*	*	
	10-E	*	*	*	
	12-A, B, C	*	*	*	
	12-D	*	*	*	
	20-A, B, C	*	*	*	
	21-A	*	*	*	
	30-A, C, D	*	*	*	
	30-B	*	*	*	
	31-E, G, H, J	*	*	*	
	31-F	*	*	*	

TOY SELECTION GUIDE

This chart has been prepared to help you select playtools which are appropriate for children of specific age and sex, and whose development is considered "average."

DEVELOPMENT AID KEY: M MENTALLY | P PHYSICALLY | S SOCIALLY | V VOCATIONALLY

6 TO 8 YEARS

SEX	PAGE	M	P	S	V
GIRLS AND BOYS	33-F, G, H	*	*	*	
	33-J, K	*	*	*	
	34-C, E	*	*	*	
	35-B	*	*	*	
	36-A, B, C	*	*	*	
	38-A, C, D	*	*	*	
	39-A, B	*	*	*	
	40-A, B	*	*	*	
	40-C, D	*	*	*	
	41-A	*	*	*	
	41-B	*	*	*	
	42-A, B	*	*	*	
	42-C, D	*	*	*	
	43-A, B, C, E	*	*	*	
	43-D	*	*	*	
	46-A, C	*	*	*	
	47-D, E, F	*	*	*	
	47-G, H, J	*	*	*	
	48-A, B, C	*	*	*	
BOYS	10-D	*	*	*	
	21-B, C, D	*	*	*	
	22-A, B	*	*	*	
	22-C, D	*	*	*	
	23-A, B, C	*	*	*	
	23-D, E	*	*	*	
	24-A, B, C	*	*	*	
	25-E, F, G, H	*	*	*	
	26-A, B, C	*	*	*	
	26-D, E	*	*	*	
	27-F, G, H	*	*	*	
	27-J	*	*	*	
	28-A, B, C	*	*	*	
	28-D, E	*	*	*	
	29-A, B	*	*	*	
	29-C	*	*	*	
	29-D, E	*	*	*	
	32-A, B	*	*	*	
	32-C	*	*	*	

6 TO 8 YEARS

SEX	PAGE	M	P	S	V
BOYS	32-D, E	*	*	*	
	35-C, D	*	*	*	
	36-D	*	*	*	
	37-B, C	*	*	*	
	37-D, E	*	*	*	
	38-B	*	*	*	
	39-C, D	*	*	*	
	39-E, F	*	*	*	
	40-E	*	*	*	
	41-C, D	*	*	*	
	46-B	*	*	*	

8 TO 10 YEARS

SEX	PAGE	M	P	S	V
GIRLS	5-F, G, H	*		*	
	7-A	*		*	
	9-E	*		*	
	11-D	*		*	
	13-A, E	*	*	*	
	14-A, B, C, D	*	*	*	
	15-E, F, G	*	*	*	
	15-H, J	*	*	*	
	16-A, D, E, F	*	*	*	
	17-B, C	*	*	*	
	17-G, H, J, K	*	*	*	
	18-B, C, D, E	*	*	*	
	19-A, B, C	*	*	*	
	19-D, F	*	*	*	
	34-A, B, D	*	*	*	
GIRLS AND BOYS	2-A	*	*	*	
	3-B, D	*	*	*	
	9-B	*	*	*	
	2D-A, B, C	*	*	*	
	21-A	*	*	*	
	3D-A, B, C, D	*	*	*	
	31-E, F, G	*	*	*	
	31-H, J	*	*	*	
	33-F, G, H, K	*	*	*	
	34-C, E	*	*	*	
	35-A, B	*	*	*	
	36-A, B, C	*	*	*	

8 TO 10 YEARS

SEX	PAGE	M	P	S	V
GIRLS AND BOYS	38-C, D	*	*	*	
	4D-B	*		*	
	4D-C	*		*	
	4D-D	*	*	*	
	41-B	*	*	*	
	42-B	*	*	*	
	42-C	*	*	*	
	42-D	*		*	
	43-A, B	*	*	*	
	43-D	*		*	
	43-E	*		*	
	46-A, C	*	*	*	
	47-D, E, F	*	*	*	
	47-G, H, J	*	*	*	
	48-A, B, C	*	*	*	
BOYS	21-C	*	*	*	
	22-A, B, C, D	*	*	*	
	23-C, D, E	*	*	*	
	24-A, B, C	*	*	*	
	25-F, G, H	*	*	*	
	26-A, B, C	*	*	*	
	26-D, E	*	*	*	
	27-F, G, H, J	*	*	*	
	28-A, B, C	*	*	*	
	28-D, E	*	*	*	
	29-A, B, C	*	*	*	
	29-D, E	*	*	*	
	32-A, B, C	*	*	*	
	32-D, E	*	*	*	
	35-C, D	*	*	*	
	36-D	*	*	*	
	37-A, B, C	*	*	*	
	37-D, E	*	*	*	
	38-A, B	*	*	*	
	39-C, D	*	*	*	
	39-E, F	*	*	*	
	40-E	*	*	*	
	41-A, C, D	*	*	*	

OVER 10 YEARS

SEX	PAGE	M	P	S	V
GIRLS	5-F, G, H	*		*	
	7-A	*		*	
	9-E	*		*	
	11-D	*		*	
	14-C, D	*		*	
	15-E	*	*	*	
	17-G	*	*	*	
	34-B, D	*	*	*	
GIRLS AND BOYS	9-B	*		*	
	2D-A	*	*	*	
	31-H, J	*	*	*	
	33-G, H, J	*		*	
	34-C, E	*	*	*	
	35-B	*	*	*	
	36-A, B, C	*		*	
	38-A, C, D	*	*	*	
	39-A, B	*	*	*	
	4D-B	*		*	
	4D-C, D	*		*	
	41-B	*	*	*	
	42-B, C, D	*	*	*	
	43-B, E	*		*	
	43-D	*		*	
	46-A, C	*	*	*	
	47-D, E, F	*	*	*	
	47-G, H, J	*		*	
	48-A, B, C	*	*	*	
BOYS	26-E	*	*	*	
	27-F, G, H	*	*	*	
	28-A, D, E	*	*	*	
	29-D, E	*	*	*	
	35-C	*	*	*	
	36-D	*	*	*	
	37-A, B, C	*	*	*	
	37-D, E	*	*	*	
	39-C, D, E, F	*	*	*	
	4D-E	*	*	*	
	41-A, C, D	*	*	*	